



The Edge

Information and news that gives you an edge in the real estate business.

THIS WEEK



- “Foot Fetish Creep” Is Back and Threatening Physical Harm
- Houston Real Estate Breaks Records in 2019
- What’s In Store for Real Estate in 2020?
- Video Marketing Simplified
- Don’t Miss Your Launch Window

“The Edge” is a weekly tool for managers to use to inform their agents and stay current and up-to-date with important real estate industry issues.

Produced by the HAR Communications Department.

“Foot Fetish Creep” is Back and Threatening Physical Harm

- HAR has started receiving calls from several members alerting us to the return of the “foot fetish creep,” only this time saying that he is taking a threatening tone with the female agents he is calling.
- Sometimes identifying himself as Andy or Eddie when he calls, he starts out specifically requesting that a female agent show him a property, but then begins asking if she is wearing sandals or ever wears flip-flops and then requests more details about the footwear, pedicure, etc.
- Unlike previous cases when he would hang up if a male agent or spouse intercepted the call, he is now threatening physical harm, including sexual assault and death.
- So far, HAR has received reports of these threatening cases at a brokerage in Baytown and The Woodlands/Spring, and authorities are investigating.
- It is virtually impossible to know when the “foot fetish creep” is calling because his calls display as “blocked” on most mobile phones. At least one brokerage invested in a special service that reveals blocked numbers and that aided police in an earlier investigation.
- **HAR urges you to contact your local police department immediately should you receive a call from the “foot fetish creep.”**
- More information is available in [HAR Connect](#).



Houston Real Estate Breaks Records in 2019

HAR released **December/Full-Year 2019** MLS statistics last week. Here are some of the key take-aways of our latest Market Update in case you missed it:

- Low mortgage interest rates, healthy employment growth and a stable supply of homes created fertile ground for the Houston real estate market, which blossomed to record levels in 2019.
- December single-family home sales jumped 14.3 percent compared to December 2018. Most sales took place among homes priced between \$250,000 and \$500,000, which rocketed 27.2 percent.



You'll find the complete **December/FY 2019 Market Update** in the [HAR Online Newsroom](#).

- Full-year 2019 single-family home sales rose nearly 5 percent to 86,205.
- Sales of all property types totaled 102,593, which represents a 4.3-percent increase over 2018's record volume and marks the first time total property sales have broken the 100,000 level.
- Total dollar volume for 2019 climbed 6.7 percent to a record-breaking \$30 billion.
- Single-family homes inventory narrowed slightly from a 3.5-months supply to 3.4 months.
- Houston's lease market staged a mixed performance in December. Single-family home leases rose 5.0 percent while townhome/condominium leases fell 5.5 percent.

What's In Store for Real Estate in 2020?



Did you miss last week's **2020 Economic Forecast** with Stewart Title Chief Economist Dr. Ted C. Jones? Don't despair! We have all the information in a special bonus edition of the **HAR On the Move** podcast.

Click [HERE](#) to listen to Dr. Jones online AND view his presentation!



Video Marketing Simplified

Are you using video to promote your listings, yourself and your brokerage? If not, you're missing out on one of the most effective marketing tools today! In this week's edition of the ***HAR On the Move*** podcast, we welcome **HAR Director of Video Services Claudia Hernandez** to the microphone. Claudia shares the importance of video marketing, current trends and why video should be a major part of your 2020 marketing plan.

Each week, the ***HAR on the Move*** podcast covers a variety of topics that are beneficial to all HAR members.

Listen anywhere, anytime!

New shows every Wednesday!

Subscribe today wherever podcasts are available or visit [HAR Connect](#) for the latest episode.



Apple Podcasts SoundCloud Stitcher App
Spotify Google Podcasts iHeart Radio RSS Link

Don't Miss Your Launch Window

HAR REALTOR® Launch: Your Path to Success

This intensive, four-day course will provide insights into how to handle your transaction from contracts to closing. The program include tools such as Prospecting, How to Create Business, Buyers and Seller's Expectations, Understanding Your Role Before, During and After the Transaction, Insight in the Ancillary Roles by Subject Matter and Experts (such as appraisers, inspectors, lenders, title companies, home warranty reps and much more). You will receive hands-on, interactive training to help you with your business before you even have business.



Dates: January 16, 17, 20 & 21

Location: HAR Bay Area

Time: 8:30 a.m. to 5 p.m.

Investment: \$249 (Use code LAUNCH2020 for a \$50 discount)

Register [HERE](#) today!

Questions? Please call 713.629.1900 ext. 6